



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of:
David W. Roth et al.

Application No.: 09/216,206

Confirmation No.: 1079

Filed: December 18, 1998

Group Art Unit: 3622

For: System and method for real-time bidding
for internet advertising space

Examiner: John W. Van Bramer

**TRANSMITTAL LETTER FOR
SUBSTITUTE SPECIFICATION UNDER 37 CFR § 1.125 &
REPLACEMENT SHEETS UNDER 37 CFR § 1.121(d)**

VIA FEDEX

United States Patent and Trademark Office
Customer Service Window, Mail Stop Amendment
Randolph Building
401 Dulany Street
Alexandria, VA 22314

Dear Sir:

Please enter in the above-identified application, the attached substitute specification and replacement sheets in compliance with 37 CFR § 1.125 and 37 CFR § 1.121(d), respectfully. The substitute specification includes no new matter. Particularly, the substitute specification revises the Summary of Invention section to "be commensurate with the invention as claimed". 37 CFR § 1.73. Also included are some additional minor amendments, as well as a concluding paragraph regarding claim interpretation.

A clean version of the substitute specification is attached hereto as

Appendix A (42 pages).

A marked-up version of the substitute specification is attached hereto as
Appendix B (42 pages).

Replacement sheets are attached hereto as **Appendix C** (15 sheets). The replacement sheets are merely for presenting the drawings in better form.

The Examiner is respectfully requested to indicate in a future Office Action that the substitute specification and replacement sheets were entered in the present application.

Dated: March 1, 2007

Respectfully submitted,

/Benzion A. Wachsman/

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